

10th
anniversary

AFRICA FASHION WEEK

ADDIS

8-11 NOV. 2024

CONGRESS CENTER
SKYLIGHT HOTEL
ADDIS ABABA, ETHIOPIA

AFRICA'S BIGGEST TRADE SHOW FOR
FASHION, SOURCING
SUSTAINABILITY
AND INNOVATION

TEXWORLD* apparel sourcing* texprocess*
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AFRICA'S TEXTILE INDUSTRY: A GATEWAY TO GLOBAL MARKETS



Presently home to 1.2 billion people, projections indicate that Africa will reach a population of 2 billion by 2050 and 4 billion by 2100, laying the groundwork for a huge market size.

Recent market analyses reveal a surge in production and innovation, positioning Africa as a key player in the global textile market. The continent's growing middle class and the escalating demand for quality products spotlight Africa's textile exports as increasingly appealing to Western and European markets.

In the era of global trade, Africa's textile industry emerges not only as a regional player but as a strong contender on the world stage.

Pioneering Sustainable Manufacturing in Africa: A Glimpse into the Future

Africa is embarking on a transformative journey in the world of sustainable manufacturing, forging a path that aligns economic growth with environmental stewardship. This is particularly evident in the textile and garment sector, where evolution prioritizes innovation, eco-conscious practices, and economic viability.

The continent's textile and garment production has witnessed a steady rise, contributing significantly to its economic landscape. The International Trade Centre (ITC) reports that in 2018, East Africa's textile and apparel exports alone reached an impressive \$982 million. This underscores the region's standing as a key player in the global fashion market.

As the world pivots towards sustainability, Africa has an opportunity not just to participate but to lead in the realm of sustainable manufacturing. The United Nations Industrial Development Organization (UNIDO) notes a growing commitment in East Africa to sustainable practices in the leather industry, with countries like Kenya and Ethiopia at the forefront. This signals a shift towards ethical and environmentally conscious production methods.

According to McKinsey reports, the global fashion industry produces about 2.1 billion tons of greenhouse gas emissions annually. Africa's commitment to sustainability can significantly impact these figures.

By 2025, the global sustainable fashion market is expected to reach \$9.81 billion, according to Statista.

Sustainable manufacturing presents Africa with a chance to redefine its global image and contribute to a more conscious and ethical fashion industry.



THE ROLE OF AfCFTA:

The African Continental Free Trade Area (AfCFTA) emerges as a catalyst for change. Operational since 2021, AfCFTA creates an expansive market, encouraging intra-African trade. This agreement is a gateway for sustainable products from Africa to reach a broader audience.

AFRICA SOURCING AND FASHION WEEK 2024



In its milestone 10th year, Africa Sourcing and Fashion Week (ASFW) continues to be the heartbeat of Africa's textile and fashion evolution. Celebrating a decade of innovation and progress, ASFW 2024 anticipates the annual convergence of over 7000 industry enthusiasts and stakeholders, ready to make a lasting impact on the African textile and fashion landscape.

We invite you to be part of this celebration and exploration of Africa's boundless potential in textile and fashion.

The Journey so far

From fostering regional integration in trade to promoting sustainability in manufacturing and design, ASFW has been at the forefront of shaping important industry dialogues. The past nine editions have etched a remarkable legacy, promoting Africa's textile and leather industries, empowering women, and creating thousands of jobs. The promise for the 2024 edition is to elevate these achievements to new heights.

Benefit from Africa's Biggest Exhibition, Conference and B2B Platform:

- **After Asia, Africa is the most important sourcing continent** for the entire textile value chain.
- **Africa as the youngest continent is a major magnet for companies** who want to sell and do business.
- **AfCFTA will bring more business opportunities for international companies** who engage with African counterparts.
- **The rise of middle-income society is a huge potential** for textile, garment and other fashion products.
- **ASFW EXPO:** In four days **leading manufacturers** of cotton, textile, apparel, leather goods and technology present their goods and expertise to **over 7,000 international trade visitors**.
- **ASFW CONFERENCE:** Over 100 experts will present and discuss important topics with over 1000 participants. ASFW conference is **Africa's biggest textile and garment discussion platform**.
- **MATCHMAKING / B2B:** At Africa's **biggest B2B platform** for the cotton, textile, garment and leather goods industry, **over 400 trade buyers meet with over 120 suppliers**.
- **DESIGNERS SHOWCASE:** ASFW presents WALK FOR BUSINESS where **African designers present their newest collection** at a special dedicated area.
- **ELEGANCE FASHION SHOW:** ASFW hosts an exclusive invite only fashion show **featuring the most talented apparel and accessory designers** from all over Africa ready to compete on the runway for the coveted grand prize.
- **TRENDS:** Discover what is **new and trendy for 2025 and beyond**. Visitors will have the opportunity to take a peek into the newest colour and textile offerings for the next season.
- **FACTORY TOURS:** ASFW offers **tours through state of the art factories** on the last event day.



MESSE FRANKFURT TEXPERTISE NETWORK – PARTNER OF ASFW

The comprehensive Messe Frankfurt Textpertise Network covers the entire textile value chain, including research, development, yarns, fabrics, apparel, fashion, contract production, home and interior textiles, technical textiles, processing and cleaning technologies.

ASFW CONSISTS OF THE
FOLLOWING SHOW GROUPS:

FABRICS

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Discover at **Texworld Addis Ababa** those „little things“ which will make your collections unique! Here you will find fabrics e.g. Cotton, Denim, Embroidery, Lace, Functional fabrics, Knitted fabrics, Linen, Hemp, Prints, Shirting, Silk, Silky aspect, Wool, wool blends manufacturers from over 13 countries.

The presence of a “Small Order Itinerary” which lists the exhibitors who can sell small quantities to designers is a real asset for small brands and capsule collections. Discover also the trends of tomorrow for a sourcing closer to Fashion!

Texworld Addis Ababa is proud member of the Texworld Family - the worldwide meeting place for fabrics, but also for trims and accessories!

FASHION

apparelsourcing
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Apparel Sourcing Addis Ababa is your meeting place to find the best solutions in fashion and fashion accessories sourcing. Considering the keen interest in garment manufacture at the heart of Texworld Addis Ababa, African clothing manufacturers as a whole, with the addition of fashion accessory manufacturers present their designs at Apparel Sourcing area. Apparel Sourcing Addis Ababa takes place on the same dates and at the same location as Texworld Addis Ababa in the interests of saving time and limiting distances for visitors.

Apparel Sourcing Addis Ababa is proud member of Apparel Sourcing Family.

More information on Textpertise Family:

www.textpertise-network.com



TECHNOLOGY PRESENTED BY TEXPROCESS

Texprocess Addis Ababa is Africa's leading trade fair for the international garment-manufacturing and textile processing industry.



TECHNOLOGY

texprocess

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Under the motto "**Best Technology for Sustainable Production**", all major technology exhibitors present the latest machines, plants, processes and services for the processing of textile and flexible materials to trade visitors. As new industrial zones are opened in various East African countries regularly, the interest and need for new textile machines is very high.

WHY TEXPROCESS ADDIS ABABA IS EXACTLY THE RIGHT PLACE FOR YOU:

- **COMPLETE TEXTILE PROCESS CHAIN:** Here, you will find all the technologies involved, from design, cutting, sewing, knitting and embroidery to finishing, refining, IT and logistics.
- **CREATIVITY AND HIGH-TECH:** The technologies for processing textiles at Texprocess Addis Ababa inspire new designs.
- **INTERNATIONAL TOP DECISION-MAKERS:** Around 70% of the trade visitors who attend make purchasing decisions for their companies.
- **HIGH DEMAND FOR TECHNOLOGIES** within Africa. (especially Ethiopia)

Texprocess Addis Ababa is member of the Texprocess Family which is the leading show taking place in Frankfurt, Germany.

FASHION ACCESSORIES / HOME / CARE / SERVICE



Think sleek watches, chic sunglasses, statement handbags, and bold scarves. Don't forget about stylish hats, dazzling jewelry, and comfortable yet fashionable shoes. At ASFW you find your perfect finishing touches to elevate your style and make a statement.



Africa's premier platform for the home décor and home textiles industry at home expo africa. Exhibitors present home textiles, decor, crafts, gifts and decoration accessories to international and regional trade visitors.



The textile care industry has great potential in Africa due to demand for care products and innovation. At ASFW CARE, you will find the entire textile and cotton care sector. Important international manufacturers and services providers present innovative products and future-oriented services.



Africa's textile and fashion industry has huge demand for the service industry, e.g. specialized IT, logistics and transportation. At ASFW SERVICE you will find international partners presenting solutions for this particular industry. African manufacturers will meet with international service providers.



SPECIAL: WALK FOR BUSINESS



The African fashion industry has been evolving significantly over the last years. Many African designers have been seen participating on the international stage showcasing their creativity and designs and being applauded by fashion lovers worldwide. Their representations in magazines and fashion events have put the spotlight on the growing fashion scene of the African continent.

Not only the unique fabrics and designs, but also the African culture, heritage and beauty have left a long-lasting impression on the international fashion stage.

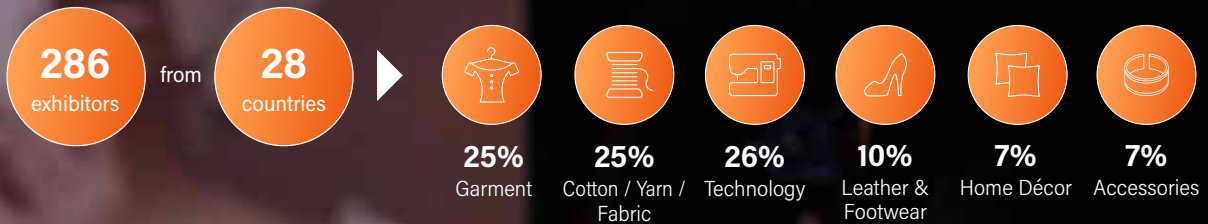
Africa's creative industry overall has started gaining notice both regionally and internationally. Several local fashion brands have earned global recognition due to the talent and artistry of their designers. One remarkable award-winning designer is Folake Folarin-Coker. Her brand Tiffany Amber has particularly become popular during the New York Fashion Week. In the meantime, her collection has been displayed in London, New York and Paris. Another upcoming artist, Deola Sagoe has dressed international artists like Rihanna and Solange Knowles.

WALK FOR BUSINESS by ASFW is a unique concept that supports African top designers to get in touch with regional and international partners / retailers and ensures business. Manufacturers are engaged in the concept to ensure production and business for the designers if needed. All designers showcase their products at a dedicated area with design-booths. In addition selected designers have the opportunity to promote their designs at the ASFW Catwalk.

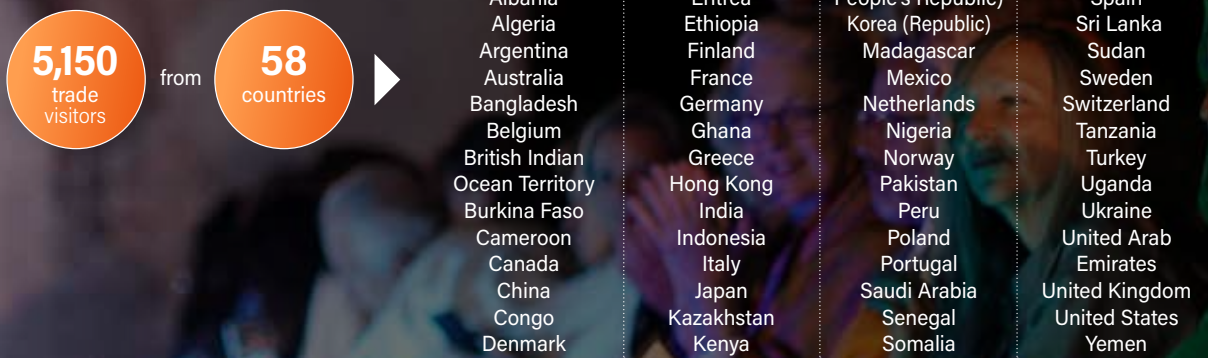


FACTS & FIGURES ASFW 2023

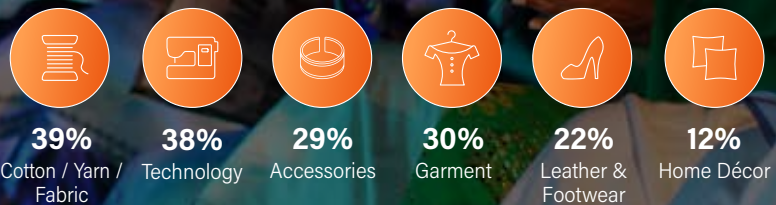
EXHIBITORS



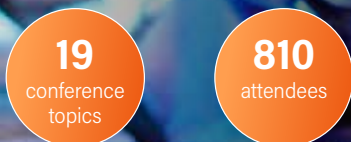
TRADE VISITORS



INTEREST OF VISIT (multiple choices)



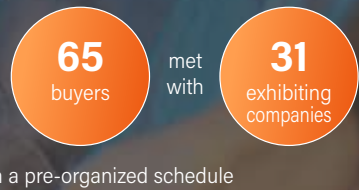
CONFERENCE



BUYERS BREAKFAST



PERSONAL B2B MEETINGS





TEXAROUND AFRICA

ASFW is member of TEXAROUND AFRICA which connects textile expertise within Africa. Here you will find all important African textile and fashion events as well as leading international textile trade fairs. At those listed exhibitions you will find your selected market, product, partner and even detailed information through the Knowledge-Center.

Whether Lagos, Abidjan, Addis Ababa, Nairobi or Frankfurt, Paris, Shanghai, Moscow, Las Vegas or New York – we generate impulses for the entire African textile value chain. And you will find news about our worldwide activities concentrated here!

For more information please visit

www.texaroundafrica.com

ORGANIZERS, CONTACT:



Trade and Fairs East Africa Ltd.
A company of Trade and Fairs Consulting

Trade and Fairs East Africa Ltd.

P.O. Box 25958 - 00100, Nairobi, Kenya

Phone: +254 110 52 98 99

+254 704 80 79 97

info@tradeandfairs-eastafrika.com

www.tradeandfairs-eastafrika.com



Trade and Fairs Consulting GmbH

Trade and Fairs Consulting GmbH

Feldpreul 33, 61191 Rosbach, Germany

Phone: +49 6003 82 68 92

Fax: +49 6003 82 68 93

info@tradeandfairs-consulting.com

www.tradeandfairs-consulting.com

www.asfw-online.com

info@asfw-online.com



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